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PRESS RELEASE

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Ballaratjobs.com

The Committee for Ballarat has identified a need for a Ballarat region web portal that promotes Ballarat as a place to live, work and play in an integrated way. Employment agencies, business, schools, real estate agencies and local government will be encouraged to co-operate in the development and marketing of www.ballaratjobs.com

This unique strategy will require the support of Ballarat employment agencies and also Ballarat business to ensure the success and viability to assist in promoting Ballarat as a destination to work and live.

ballaratjobs.com will be supported with a marketing campaign targeting Melbourne with unique advertising opportunities that encourage people to consider Ballarat as a 'sea-change' from the City, by providing timely and accurate information to potential residents and investors. It is also hoped that the web site will also target the lucrative retirement market and attract skilled migrants to add to the City's multiculturalism.

The integrated web site will assist in attracting skilled staff and their families to Ballarat to help local business and industry drive our regional economy. "Ballarat needs sustainable population growth with high level skills to be globally competitive. Attracting new families to Ballarat has positive flow on effects for our schools, community organisations and so on," Grant Wiltshire, Task Team chair and Executive Member Committee for Ballarat.

The Committee for Ballarat sees part of the future success of the Ballarat community resting within its structure and has created Ballarat's unique Performance Specific Objectives to assist with addressing important issues in our community. www.ballaratjobs.com has been developed as a PSO of the Committee for Ballarat with the aim of "further enhancing our existing, enviable liveability, and continue to support the growth and exciting future of our region" said Noel Coxall Chair, Committee for Ballarat.

- FURTHER INFORMATION -

Committee for Ballarat

The Committee for Ballarat has been adapted from the best of the Committee for Melbourne & the Committee for Geelong in its structure. However the Committee for Ballarat has a unique Ballarat blend of Project Specific Objectives (PSO)

The Committee for Ballarat aims to transform the city in a positive, strategic and consultative way that is beneficial for the entire community, and where appropriate drawing on the Ballarat 2030 Blue Print document.

The Committee for Ballarat will focus on the big picture, challenge traditional and restrictive thinking, and champion issues to make Ballarat more successful.

Project Specific Objectives

Are major projects to be undertaken that are tangible, definable, measurable and achievable that will benefit Ballarat and region. Already there has been a number of PSOs suggested as possible projects for the Committee for Ballarat to consider. Once decided these will be driven by the Executive Director, and supported by a task force group.

Membership

The Committee for Ballarat executive and board is representative of those who have risen to the top of their business field and those aspiring to rise to leadership roles within the community. They possess high leadership qualities and have an obvious passion for Ballarat and region and a strong commitment to Ballarat's long-term future.

For media enquires please contact:

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